



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
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October 7, 2010

TO: Each Supervisor

FROM: Jonathan E. Fielding, MD, MPH *JE Fielding m*  
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO AMEND  
CONTRACT NUMBER PH-000569 WITH KCBS MARKETING, INC. FOR  
HIV/AIDS SOCIAL MARKETING SERVICES**

This is to inform you that I intend to exercise the delegated authority approved by your Board on September 9, 2008, to execute amendments to the above-referenced agreement to increase or decrease the maximum obligation by no more than 25 percent, subject to the review and approval of County Counsel and the Chief Executive Office, and notification to Board offices.

In a memo dated September 10, 2009, due to major funding reductions to HIV/AIDS programs and services resulting from the fiscal year (FY) 2009-10 State budget, I requested approval from your Board to reduce the maximum obligation of the contract with KCBS Marketing from \$800,000 annually to \$200,000 annually. The action was approved on September 15, 2009, and resulted in a new maximum obligation of \$400,000 for the two-year period from July 1, 2009 through June 30, 2011.

Under this delegated authority, I intend to amend Contract Number PH-000569 with additional funding in the amount of \$50,000, increasing the total maximum obligation of this contract to \$450,000. These funds will enable KCBS Marketing to increase its reach through the HIV/AIDS prevention campaign, *Erase Doubt*, and will be effective during the July 1, 2010 through June 30, 2011. Funding is one-time-only and will be obtained from the Centers for Disease Control and Prevention's Cooperative Agreement.

Both County Counsel and the Chief Executive Office have approved this delegated authority action.

If no objections are received from your Board within two weeks from the date of this letter, the Department of Public Health will proceed with this augmentation as indicated.

If you have any questions or require additional information, please let me know.

JEF:MJP

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors